



News Release

For Immediate Release:
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Utah Kids to Receive Awards for Speaking the Truth About Tobacco in the “Truth from Youth” Anti-tobacco Contest

SALT LAKE CITY, May 13, 2002 – Hundreds of Utah youth will gather for the fifth annual Truth From Youth Anti-Tobacco Advertising Contest Awards Ceremony and party, hosted by the Utah Department of Health’s Truth About Tobacco Campaign, on May 17 at The Gateway, South Temple and 400 West. The contest awards ceremony will begin at 3:30 p.m., with the free party following at 5 p.m. Winter Olympic Bobsled silver medallist Billy Schuffenhaur will address the youth at the ceremony, speaking about the importance of a healthy lifestyle. Schuffenhaur overcame amazing odds to become a national champion decathlete and Olympic silver medallist and often says, “Determination is everything.”

This year, nearly 8,000 billboard, radio and TV anti-tobacco advertisements were submitted by youth from across the state for the tobacco campaign funded by the Utah Department of Health. As youth develop their own ads and learn about advertising techniques, they will be less likely to be influenced by the false images created to sell tobacco products. The contest entries are up by 1,000 since last year’s contest. “We are delighted to have reached even more youth this year,” said Lena Dibble, UDOH Tobacco Prevention and Control Program. “As the contest grows, more and more youth become aware of the health and social issues surrounding tobacco use.”

In conjunction with the Awards Ceremony and party, Hawk Skate is hosting a street skate competition in front of its store at 136 S. Rio Grande. Registration begins at 3 p.m., with the contest at 4:30. Interested competitors can pre-register at the store before May 17. The registration fee for beginners (12 and under) is \$10 and the fee for intermediate (16 and under) is \$12.

The party after the awards ceremony will include skateboard and BMX demonstrations, a skateboard competition, live music from local bands and free prizes, games and activities.

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Advertising contest award winners will be announced at the awards ceremony, with first, second and third place winners in elementary, junior high and high school divisions of radio, TV and billboard categories. First, second and third place winners will receive trophies and cash awards. Best of contest winners in each category will also receive the opportunity to help produce and even star in their advertisements.

For more information, contact the Truth From Youth campaign at 801.531.0533 or 801.256.4924 after hours.

Newsroom Note: A press release indicating the winners’ names, school and city/county will be available at the ceremony to help you focus your coverage on the winners from your area.

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